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A Study on Consumer Preference towards Supermarket in Erode

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ABSTRACT

The retail industry in India has witnessed significant growth in recent years, with supermarkets emerging as a popular shopping destination for consumers. This study aims to explore consumer preferences towards supermarkets in Erode, a rapidly developing city in Tamil Nadu. The primary objective is to identify the key factors influencing consumer choice, such as product variety, pricing, location, store ambience, service quality, and promotional strategies. The research employs a descriptive study design, utilizing a structured questionnaire to collect data from a diverse sample of supermarket shoppers in Erode. Both primary and secondary data were analyzed using statistical tools to draw meaningful insights. Findings indicate that factors like product quality, cleanliness, and customer service play a crucial role in shaping consumer preferences. Moreover, loyalty programs and promotional offers significantly influence the purchasing behavior of frequent shoppers. The study also highlights the growing consumer inclination towards organized retail over traditional outlets due to convenience and value-added services. Based on the results, recommendations are made for supermarket managers to enhance customer satisfaction and retain loyalty in a competitive market. This study provides valuable insights for retailers aiming to understand consumer behavior in tier-2 cities like Erode and adapt their strategies accordingly.

Keywords:**Consumer Preference, Supermarkets, Whole salers, Modern retail, Shopping Behavior.**

INTRODUCTION

Supermarkets typically are chain stores, supplied by the distribution of products centres of their parent companies, thus increasing opportunities for economies of scale. Supermarkets usually offer products at relatively low prices by using their buying power to buy goods from manufacturers at lower prices than smaller stores.

A self-service retail market selling especially foods and household merchandise. something resembling a supermarket especially in the variety or volume of its goods or services. Supermarket, large retail store operated on a self-service basis, selling groceries, fresh produce, meat, bakery and dairy products, and sometimes an assortment of non-foods goods.

Customer satisfaction, by nature, is dependent on an individual's expectations and previous experience of service. In order get the most out of the research for your organization, it is best for a customer satisfaction research project to link to your organization's service standards (whether formal or informal). But customers satisfaction needs to be tested through direct research with customers. So this study consumer who are purchase the products through the departmental store and their satisfaction level to received the products and preference.

STATEMENT OF THE PROBLEM

In today's world of rapidly changing technology, consumer taste and preferences are abo characterized by fast changes. To meet this changing environment the department store has to be constantly modernized in tune with the current consumer needs and waists. On the Basic of his background the following problem has been framed.

1. What are the current consumer need and wants ?
2. What are the satisfaction level towards departmental stores?
3. The find out whether the customer utilize the offers and discounts policies available in the supermarket?

OBJECTIVES OF THE STUDY

1. To study on consumer preference towards super market.

2. To know the customer satisfaction from convenience of super market.

SIGNIFICANCE OF THE STUDY

A study focused on a supermarket is significant because it allows the retailer to deeply understand customer behaviour, preferences, and perceptions, enabling them to optimize their product offerings, marketing strategies, store layout, and overall customer experience to increase sales, loyalty, and ultimately remain competitive in a dynamic market.

RESEARCH METHODOLOGY

Research means careful investigation or inquiry especially through search for new facts in any branch of knowledge. Research involves collecting, organizing and evaluating data by making deduction researching conclusion and at determine whether they fit for the hypothesis the last carefully testing the conclusion.

PERCENTAGE ANALYSIS

Percentage refers to a special kind of ratio used to describe relationships. Percentage is making comparison between two or more series of data. Percentage reduced everything a common base there by allow meaningful comparison to be made.

FACTORS		NO. OF. RESPONDENTS	Percentage(%)
Age	Below 20 years	2	4
	21-30 years	21	42
	31-40 years	23	46
	Above 40 years	4	8
Gender	Male	20	40
	Female	30	60
Marital status	Married	36	76
	Unmarried	14	28
Occupation	Business	5	10
	Self employee	20	40
	Professional	10	20
	House wife	15	30
Monthly Income	Up to Rs. 20,000	21	27.5
	Rs. 20,001 to Rs. 30,000	10	25
	Rs. 30,001 to Rs. 40,000	10	25
	Above Rs. 40,000	9	22.5
Educational Qualification	Post Graduated	20	40
	Under Graduated	17	34
	School Level	13	26
Shopping Expenses	Less than Rs. 1,000	24	51
	Rs. 1,000 to Rs. 2,000	10	20.4
	Above Rs. 2,000	7	10.2
Shopping Frequency	Once a week	18	36.7
	Once a month	27	55.1
	Twice a month	3	6.1

	Occasionally	2	4.1
Features of shopping	Packed products	10	20
	Quality	31	62
	Variety of products	19	38
	Discounts	4	8
Customer Service	Excellent	5	10
	Very good	5	10
	Good	36	72
	Fair	4	8
Price Range	Very high	3	6
	Slightly high	5	10
	Reasonable	22	44
	Affordable	20	40
Purchase Preference	Food stuff	30	60
	Medicine	2	4
	Cosmetics	10	20
	Clothing and others	8	16
Shopping Motive	Quality	26	52
	Easy to find everything need	9	18
	Convenience	10	20
	Compare different brands	5	10

FINDINGS

- The majority (60%) of the respondents are Female category.
- The most (46%) of the respondents are coming Under the group of 31-40 Years.
- The majority (76%) of the respondents are Married category.
- The most (40%) of the respondents are working as Self employee.
- The most (27.5%) of the respondents are earning monthly income up to Rs. 20,000.
- The most (40%) of the respondents are completed their studies in Post Graduation.
- The majority (51%) of the respondents spends less than Rs. 1,000 in single shopping.
- The majority (55.1%) of the respondents are shopping Once in a month.
- The majority (62%) of the respondents are feels that Quality is the key factor for shopping.
- The majority (72%) of the respondent rates good service provided in the supermarket.
- The most (44%) of the respondents feels it is Reasonable price of the Products.
- The majority (60%) of the respondents want to buy Food stuffs in the supermarket.
- The majority (52%) of the respondents are satisfied for good Quality of products.

SUGGESSIONS

1. Supermarkets to maintain a wide variety of products to attract more customers.
2. Improve customer service quality to enhance customer satisfaction and loyalty.
3. Offer promotions or discounts to cater to frequent shoppers and boost sales.

CONCLUSION

Diverse range of products that cater to the varied needs of consumers, from household essentials to specialty items. This extensive variety ensures convenience, enabling shoppers to find multiple categories of goods under one roof. Additionally, supermarkets often stock products from different brands, providing consumers with the freedom to choose based on their preferences and quality requirements.

Price range is another key factor that adds to the appeal of supermarkets. Most supermarkets cater to a broad audience by offering items at various price points. Whether it's budget-friendly options, mid-range goods, or premium products, supermarkets address the financial constraints and demands of a diverse clientele. Seasonal discounts, promotional offers, and loyalty programs further enhance affordability, ensuring accessibility for all income groups.

Foodstuff, as a cornerstone of supermarket offerings, spans fresh produce, packaged goods, and ready-to-eat meals. The availability of fresh fruits, vegetables, dairy, and bakery items reflects a commitment to quality and freshness. Alongside this, frozen and processed food options cater to those seeking convenience in their busy lifestyles. Moreover, supermarkets have evolved to include international and niche food items, accommodating global tastes and dietary preferences.

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WEB SITES

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